PRELIMINARY AMENDMENT

Sir:

Please amend the application as follows:

In the Claims:

Please cancel Claims 1 (one) through 18 (eighteen).

Please cancel Claims 23 (twenty-three) through 29 (twenty-nine).

Please amend Claim 30 as follows:

30. (Amended) A method for disseminating program content to a plurality of subscribers comprising the steps of:

    receiving advertising content into a cache;

    receiving entertainment content from a broadcast source;

    identifying insertion opportunities for advertising content in the entertainment content;

    directing the entertainment content to a subscriber by way of a virtual conduit;

    interrupting the entertainment content during identified insertion opportunities;

    retrieving an advertisement from the content cache;

    directing the advertisement by way of the virtual conduit to a subscriber in accordance with a delivery script so long as an advertising insertion opportunity persists; and

    resuming the direction of entertainment content by way of the virtual conduit to the subscriber once the advertising insertion opportunity desists.

Please amend Claim 33 as follows:

33. (Amended) A method for disseminating program content to a plurality of subscribers comprising the steps of:

    receiving advertising content into a cache;

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Dckt: JJ-001US
Expr ET617840249US